

## INVOICE



**KOAT**  
 3801 Carlisle Blvd. NE  
 Albuquerque, NM 87107  
 Main: (505)884-7777  
 Billing: (916)325-3266

www.koat.com

Billing Address:

Media Strategies & Research  
 Attention: Accounts Payable  
 1580 Lincoln Street  
 Suite 510  
 Denver, CO 80203

Send Payment To:

**KOAT**  
 PO Box 26868  
 Lehigh Valley, PA 18002-6868

Invoice #	Invoice Date	Invoice Month	Invoice Period
963805-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
KOAT	Beth Pfefferle	Albuquerque - L	Local

Advertiser	Product	Estimate Number
Heinrich/D/Senate	Candidate	12599

Flight Dates	Order #	Alt Order #
10/16/12 - 10/21/12	963805	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/16/12	5a A7N More In The AM	5-6a	-T-----	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-T-----	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
10	KOAT	Tu	10/16/12	5:24 AM	5a A7N More In The AM	5-6a	:30	MHTV1208H	\$150.00 NM
2	10/16/12	10/19/12	6a A7N More In The AM	6-7a	-T--F--	:30	2	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-T--F--	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	KOAT	Tu	10/16/12	6:59 AM	6a A7N More In The AM	6-7a	:30	MHTV 1209H	\$400.00 NM
11	KOAT	F	10/19/12	6:29 AM	6a A7N More In The AM	6-7a	:30	MHTV 1209H	\$400.00 NM
4	10/17/12	10/18/12	Good Morning America	7-9a	--WT---	:30	2	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--WT---	2	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
9	KOAT	W	10/17/12	8:59 AM	Good Morning America	7-9a	:30	MHTV 1209H	\$300.00 NM
10	KOAT	Th	10/18/12	8:59 AM	Good Morning America	7-9a	:30	MHTV1208H	\$300.00 NM
10	10/19/12	10/19/12	Live with Regis & Kelly	9-10a	----F--	:30	2	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	2	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	KOAT	F	10/19/12	9:01 AM	Live with Regis & Kelly	9-10a	:30	MHTV1208H	\$175.00 NM
5	KOAT	F	10/19/12	9:56 AM	Live with Regis & Kelly	9-10a	:30	MHTV 1209H	\$175.00 NM
17	10/17/12	10/17/12	Ellen 3-4p	3-4p	--W----	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--W----	1	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
12	KOAT	W	10/17/12	3:30 PM	Ellen 3-4p	3-4p	:30	MHTV1208H	\$125.00 NM
19	10/18/12	10/18/12	Dr Oz	4-5p	---T---	:30	1	\$325.00	NM
Class of Time - Immediately Pre-emptible without notice									

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

## INVOICE

Send Payment To:

**KOAT**  
**PO Box 26868**  
**Lehigh Valley, PA 18002-6868**

Invoice #	Invoice Date	Invoice Month	Invoice Period
963805-1	10/21/12	October 2012	10/01/12 - 10/21/12

Advertiser	Product	Estimate Number
Heinrich/D/Senate	Candidate	12599



www.koat.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
48	10/19/12	10/19/12	The View 10-11a	10-11a	----F--	:30	1	\$180.00	NM
Class of Time - Immediately Pre-emptible without notice									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KOAT	F	10/19/12	10:59 AM	The View 10-11a	10-11a	:30	MHTV1208H	\$180.00 NM
49	10/20/12	10/20/12	CASTLE SAT LF	1035P-1135P	-----S-	:30	2	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	2	\$100.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	KOAT	Sa	10/20/12	11:07 PM	CASTLE SAT LF	1035P-1135P	:30	MHTV1208H	\$100.00 NM
1	KOAT	Sa	10/20/12	11:34 PM	CASTLE SAT LF	1035P-1135P	:30	MHTV 1209H	\$100.00 NM
50	10/21/12	10/21/12	ET Weekend 11p-1205a	1100-1205x	-----S	:30	1	\$75.00	NM
Class of Time - Immediately Pre-emptible without notice									
<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$75.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KOAT	Su	10/21/12	11:42 PM	ET Weekend 11p-1205a	1100-1205x	:30	MHTV1208H	\$75.00 NM
51	10/19/12	10/19/12	M-F A7N This AM @ 430	430-5a	----F--	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$50.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KOAT	F	10/19/12	4:53 AM	M-F A7N This AM @ 430a	430-5a	:30	MHTV1208H	\$50.00 NM
<u>Total Spots</u>							<b>21</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	\$6,840.00
<u>Agency Commission</u>	\$1,026.00
<u>Net Amount Due</u>	\$5,814.00
<u>New Mexico Tax Rate 7.0%</u>	\$406.98
<u>Amount Due</u>	\$6,220.98

## INVOICE



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3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
Main: (505)884-7777  
Billing: (916)325-3266

Invoice #	Invoice Date	Invoice Month	Invoice Period
963466-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
KOAT	Belh Pfefferle	Albuquerque - Local	Local

Advertiser	Product	Estimate Number
Heinrich/D/Senate	Candidate	12538

Flight Dates	Order #	Alt Order #
10/15/12 - 10/21/12	963466	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Job #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Billing Address:

Media Strategies & Research  
Attention: Accounts Payable  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Send Payment To:

KOAT  
PO Box 26868  
Lehigh Valley, PA 18002-6868

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/15/12	10/19/12	5a A7N More In The AM 5-6a		M--TF--	:30	3	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M--TF--	3	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
7	KOAT	M	10/15/12	5:13 AM	5a A7N More In The AM	5-6a	:30	MHTV1208H	\$150.00 NM
8	KOAT	Th	10/18/12	5:43 AM	5a A7N More In The AM	5-6a	:30	MHTV 1209H	\$150.00 NM
10	KOAT	F	10/19/12	5:14 AM	5a A7N More In The AM	5-6a	:30	MHTV 1209H	\$150.00 NM
2	10/15/12	10/17/12	6a A7N More In The AM 6-7a		M-W----	:30	2	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-W----	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	KOAT	M	10/15/12	6:55 AM	6a A7N More In The AM	6-7a	:30	MHTV 1209H	\$400.00 NM
11	KOAT	W	10/17/12	6:59 AM	6a A7N More In The AM	6-7a	:30	MHTV1208H	\$400.00 NM
4	10/16/12	10/18/12	Good Morning America 7-9a		-T-T---	:30	2	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-T-T---	2	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
9	KOAT	Tu	10/16/12	8:53 AM	Good Morning America	7-9a	:30	MHTV 1209H	\$300.00 NM
10	KOAT	Th	10/18/12	7:29 AM	Good Morning America	7-9a	:30	MHTV1208H	\$300.00 NM
10	10/16/12	10/17/12	Live with Regis & Kelly 9-10a		-T-----	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-T-----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	KOAT	Tu	10/16/12	9:49 AM	Live with Regis & Kelly 9-10a	9-10a	:30	MHTV1208H	\$175.00 NM
17	10/15/12	10/19/12	Ellen 3-4p	3-4p	MT-TF--	:30	4	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	MT-TF--	4	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
11	KOAT	M	10/15/12	3:20 PM	Ellen 3-4p	3-4p	:30	MHTV1208H	\$125.00 NM
9	KOAT	Tu	10/16/12	3:39 PM	Ellen 3-4p	3-4p	:30	MHTV 1209H	\$125.00 NM
12	KOAT	Th	10/18/12	3:46 PM	Ellen 3-4p	3-4p	:30	MHTV 1209H	\$125.00 NM

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**Lehigh Valley, PA 18002-6868**

Invoice #	Invoice Date	Invoice Month	Invoice Period
963466-1	10/21/12	October 2012	10/01/12 - 10/21/12

Advertiser	Product	Estimate Number
Heinrich/D/Senate	Candidate	12538



Spots/

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
17	10/15/12	10/19/12	Ellen 3-4p	3-4p	MT-TF--	:30	4	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
10 KOAT F 10/19/12 3:47 PM Ellen 3-4p 3-4p :30 MHTV1208H \$125.00 NM									
19	10/16/12	10/19/12	Dr Oz	4-5p	-TW-F--	:30	3	\$325.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TW-F-- 3 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
7 KOAT Tu 10/16/12 4:21 PM Dr Oz 4-5p :30 MHTV1208H \$325.00 NM									
9 KOAT W 10/17/12 4:11 PM Dr Oz 4-5p :30 MHTV 1209H \$325.00 NM									
11 KOAT F 10/19/12 4:39 PM Dr Oz 4-5p :30 MHTV 1209H \$325.00 NM									
21	10/19/12	10/19/12	Action 7 News @ 5p	5-530p	----F--	:30	1	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 ----F-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
7 KOAT F 10/19/12 5:23 PM Action 7 News @ 5p 5-530p :30 MHTV1208H \$350.00 NM									
23	10/17/12	10/17/12	Action 7 News @ 6p	6-630p	--W----	:30	1	\$525.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 --W---- 1 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
8 KOAT W 10/17/12 6:29 PM Action 7 News @ 6p 6-630p :30 MHTV1208H \$525.00 NM									
25	10/16/12	10/19/12	Entertainment Tonight 630-7p	630-7p	-TWTF--	:30	4	\$500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
9 KOAT Tu 10/16/12 6:40 PM Entertainment Tonight 630-7p 630-7p :30 MHTV 1209H \$500.00 NM									
11 KOAT W 10/17/12 6:49 PM Entertainment Tonight 630-7p 630-7p :30 MHTV 1209H \$500.00 NM									
10 KOAT Th 10/18/12 6:56 PM Entertainment Tonight 630-7p 630-7p :30 MHTV1208H \$500.00 NM									
12 KOAT F 10/19/12 6:57 PM Entertainment Tonight 630-7p 630-7p :30 MHTV 1209H \$500.00 NM									
29	10/15/12	10/18/12	Action 7 News @ 1030p	1030-1105p	M--T---	:30	2	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 M--T--- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
7 KOAT M 10/15/12 10:43 PM Action 7 News @ 1030p 1030-1105p :30 MHTV1208H \$400.00 NM									
9 KOAT Th 10/18/12 10:44 PM Action 7 News @ 1030p 1030-1105p :30 MHTV1208H \$400.00 NM									
37	10/17/12	10/17/12	Nightline	1105-1135p	--W----	:30	1	\$185.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 --W---- 1 \$185.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 KOAT W 10/17/12 11:19 PM Nightline 1105-1135p :30 MHTV1208H \$185.00 NM									
43	10/21/12	10/21/12	Action 7 News @ 1030p	1030-1105p	-----S	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KOAT Su 10/21/12 10:55 PM Action 7 News @ 1030p Sun 1030-1105p :30 MHTV1208H \$400.00 NM									

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963466-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Heinrich/D/Senate	Candidate	12538	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
44	10/21/12	10/21/12	5-6a	5-6a	-----S	:30	1	\$75.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$75.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KOAT	Su	10/21/12	5:54 AM	5-6a	5-6a	:30	MHTV1208H	\$75.00 NM
45	10/15/12	10/15/12	DWTS	7-10p	M-----	:30	1	\$2,100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$2,100.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KOAT	M	10/15/12	8:20 PM	DWTS	7-10p	:30	MHTV 1209H	\$2,100.00 NM
46	10/21/12	10/21/12	SENATE DEBATE	6-7p	-----S	:30	1	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$900.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KOAT	Su	10/21/12	6:59 PM	SENATE DEBATE	6-7p	:30	MHTV 1209H	\$900.00 NM
47	10/18/12	10/18/12	LAST RESORT	7-8p	---T---	:30	1	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---T---	1	\$900.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KOAT	Th	10/18/12	7:23 PM	LAST RESORT	7-8p	:30	MHTV 1209H	\$900.00 NM
<b>Total Spots</b>							<b>29</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	\$11,735.00
<u>Agency Commission</u>	\$1,760.25
<u>Net Amount Due</u>	\$9,974.75
<u>New Mexico Tax Rate</u> 7.0%	\$698.23
<u>Amount Due</u>	\$10,672.98